

## **ABSTRACT**

*Telkom University (Tel-U) is one of universities that has magister program in Indonesia. One of its majors which become the object of this research is Electrical Engineering Magister Regular Program (TE). Electrical Engineering Magister Regular Program has yet to reach the target number of student. It happened due to lack of service quality accepted by its students. Thus, Electrical Engineering Magister Regular Program need to improve its service quality.*

*This research aim to formulate recommendations in improving the service quality of Electrical Engineering Magister Regular Program by utilizing Quality Function Deployment (QFD) for Higher Education method. This method could translate students' needs as service recipient into technical requirements that could fulfill those needs, by considering management's capability as service provider. In this research, students' needs identified by depth interview method and distributing questionnaire. Collected data then be processed in two QFD iteration, thus components that required to be improved are obtained.*

*Recommendation formulated based on data collection and processing, analysis, discussion with the management and competitor benchmark. Formulated recommendation from this research are to calculate and apply the internet access point, curriculum evaluation in every semester, to improve the conformity between lectures plan and the schedule, to add some more lecturers with doctorate education and suitable competence, to recruit some professor and to sertificate the administration officer. Every recommendation are verified by the management of Electrical Engineering Magister Regular Program.*

**Keywords: QFD, Quality Function Deployment for Higher Education, Magister of Electrical engineering, Telkom University**